

Healthy Hampshire

Mass in Motion 2013 Community Report

About Healthy Hampshire, a Program of the Hampshire Council of Governments

Healthy Hampshire works locally to increase opportunities for Amherst, Belchertown, Northampton and Williamsburg residents to eat better and move more in the places they live, learn, work, and play. These towns are among 52 cities and towns throughout the Commonwealth that are part of the Massachusetts Department of Public Health's Mass in Motion Municipal Wellness and Leadership Program.

Priority Initiatives

- Safe Routes to School – making safe, walkable routes to school
- Built Environment – designing vibrant, active neighborhoods for bikers and walkers
- School Nutrition – offering healthier foods in schools
- Healthy Markets – offering healthier options at neighborhood convenience stores

Obesity Rate: 18.36%

Obesity rate for grantees with multiple cities and towns is weighted by population.

Accomplishments

- **5 schools** are now participating in the Safe Routes to School initiative, up from **4** schools in the previous year
- **4 corner stores** were recruited and participate in the Healthy Market initiative
- **4 communities** have incorporated healthy design standards in to _____

Quote

“We are making progress in all four major communities in Hampshire County, changing the way our municipalities prioritize healthy living.” Sarah Bankert, Healthy Hampshire Coordinator

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Success Story

Over the past year, we've built successful relationships with town officials in each of our four communities - they have come to see our contribution as valuable and important. We have been able to move each community forward, working slightly differently with each, to incorporate healthy design principals into planning, as well as to fill in information gaps through data collection projects such as focus groups and walking audits.

Healthy Eating Highlights

- Healthy Hampshire worked with the Massachusetts Farm-to-School initiative in all districts.
- The program also worked with the Amherst School Wellness Advisory Committee to draft a new school food contract.
- Tuesday Market staff collaborated with Healthy Hampshire to convene a regional Farmers' Market meeting. The purpose of the meeting was to determine a regional structure for raising funds for the EBT match.

Active Living Highlights

- Healthy Hampshire helped to complete the Physical Education module of the School Health Index in Northampton, as part of the Northampton School Health Advisory Committee.
- A training was held for local municipal leaders, elected officials, and other local leaders on a walkable town center in Belchertown, with a special focus on the Town Common.
- Belchertown is moving towards a pedestrian plan for the town common area as a result of a visioning session in Fall 2013; Healthy Hampshire is producing walking maps for short accessible walks around the center of town.
- Northampton provided technical assistance to the bike/pedestrian subcommittee to establish a bike/ pedestrian plan as part of a master plan re-visioning process.
- Williamsburg is working to incorporate pedestrian concerns in all committee work.
- Amherst is collecting data from hard-to-reach populations about what their priorities and needs are for a more walkable, bikeable community.

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Community Partners – Working Together in Hampshire County

State St Fruit Store, Cooper's Corner, Checker's Market, Williamsburg Market, Amherst Chamber of Commerce, Amherst Health Dept, Belchertown Health Dept, Northampton Health Dept, CISA, Cooley Dickinson Hospital- CEDE program, Cooley Dickinson Hospital- Jeff Harness, Northampton Public Schools- Karen Jarvis Vance, Northampton Public Schools- Health Advisory Committee, Mayor David J. Narkewicz Northampton, Grow Food Northampton, Tuesday Market Northampton, Kendrick Park Market Amherst, YMCA of Greater Springfield, Belchertown Public Library, Belchertown School Nurse Leader, Belchertown DPW, Belchertown Planning Dept., Belchertown Conservation Commission, Amherst Wellness Committee, Amherst Family Outreach, Amherst Survival Center, Victoria Silva- Amherst resident, translator and consultant, Southpoint Apartments, All About Learning Daycare Amherst, Northampton City Planning Dept, Community volunteers at River Run Condos Northampton, Northampton Bike/Ped Subcommittee, Northampton Survival Center, Williamsburg Council on Aging, Williamsburg Elementary School, Mill River Greenway Committee, CommunicateHealth, UMass School of Public Health, Center for New Americans

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